

**UPAA Board Of Directors Meeting**  
**Monday June 18, 2018**  
**Wake Forest University**  
**Winston-Salem, NC**

**Call to Order** 8:18 am

Review and Acceptance of 2017 Mid-Year Meeting, University of Mississippi. Jay motion, Jeff seconds, passed

Glenn wants to use Google docs for Board correspondence, Ken, Amanda and he use already. Jeff IT folks do NOT like anything Google.

**Committee Reports**

**Retired Membership**

Steve Mangione

No report this year.

**Web Site**

Glenn Carpenter & Ken Bennett

Discussed first after Google Docs. Reworking of APC site to make it functional and useful for voting. Glenn took the lead as Ken was busy with symposium. Glenn worked with Josh at Graphicacy and things went well. Ken asks that Josh is on standby for tomorrow's voting in case something goes wrong or there is a bug we haven't foreseen yet. If all goes wrong Ken says we can do it again on Wednesday afternoon while setting up for Help Project.

More backend work done and work continues on the "Become a Member" part of website. Trying to create an email to Jeff that he can delete or approve quickly. Many people using their personal emails and not ones ending in edu which causes Jeff to do more detective work.

Ambassador meeting at registration table area tonight. Comments about major American Airlines computer problems that continue to wreck havoc on members travelling to symposium.

Since using Digital Ocean we have no lapse in website. Mailchimp has worked very well also for mass emails.

Were all above 40% sometimes for 70% for opening emails. Glenn would like to use more for effective communication.

Nick suggests we announce MIC entries and voting, board feels to keep emails down (spam alert) that we do for opening of MIC in September and for June for shorter window of entry/voting. Glenn wants a board member to be a Communications Chair to take over web announcements and Facebook, etc. Have this discussion and appointment (?) at next Mid-Year meeting.

Will need to get another quote for "Becoming a Member" rework from Graphicacy.

**Monthly Image Competition**

Jay Ferchaud

Jay says running smoothly. We still have glitch when some members sign on. There are 250-325 participation per month. ThinkTank still 100% behind the MIC.

New system working automatically with tallying and posting, so it's doing exactly what we wanted it to do.

### **Contact Sheet**

Glenn Carpenter reads

written report. Matt took over April 2017 and had two goals: Move to an annual issue, and link with Blog content. Having behind the scenes for every months Best of Show is a very good move. Matt is not getting unsolicited blog posts which disappoints him.

Future plans Matt is committing for two more years as editor. Glenn is impressed with his organization and work. Goal is one 36 page issue. Need to get Google analytics on website and blog. Designer wants to bump up his charge to \$ 1k from \$ 750 for laying out issue. Motion to make change by Glenn, seconded by Ken, 5 for, one abstention (Mark gone from room for APC hanging). Passes.

### **Member Surveys**

Nick Romanenko

Nick reports things went well, except he was a little disappointed that the last symposium survey had fewer responses than previous years, even though he made major effort to get survey out within a week of members returning. No new surveys last year, but Salary Survey is always tweaked a little with an added question based on members comments from previous year. All agree to keep SurveyMonkey contract going forward.

Short break from 9:45 am to 10:03 am. Come back to membership

### **Membership**

Jeff Gage

Have real problem with new members. Getting 200 Robo signups a DAY ! Jeff goes through his process which is very labor intensive weeding out the legitimate requests from all these.

Good news is after weeding, new members are really getting into it. Out of 45 new members, 18 are attending this symposium.

Jeff notices once members get to the paying page, seems they can access everything on website. But they have no way to get back since their cart is empty. Now Jeff has to reset everything so they can get past pending membership and pay in full. Discussion on how to improve this. The check option is one of the things that complicate a streamlined process.

Glenn says we should put our efforts and resources into a new system for membership rather than trying to patch up what we have now. Need to work with Graphicacy to weed out old accounts and duplicate entries. Glenn wants to go with email as the login protocol, rather than email or username.

Jeff mentions several schools insisting the membership is for the school, not exclusive to member. Nick points out we will continue to take these on a case by case basis, sometimes sending a properly worded document, but board agrees to not advertise this and not change the system/mission we have in place since 1961.

Glenn points out that a pending membership is and ‘activity’, no big deal to delete, do again. Big deal are “accounts” and any changes we need to make. Go to CRM Core membership and click button on left, then scroll “Change manually” at pulldown at upper right of page.

Ken insists we get quote right away to address this as stuff is piling up and Jeff spending hours each day on this is unacceptable.

### **Incorporation & Insurance**

Glenn Carpenter

Paying our premiums (went up just a little) and have made no claims. Good to continue our coverage for board and member liabilities.

### **Member Concerns**

Mark Carriveau

Best of Show for personal vision discussed already

### **Symposium Sites Update**

Glenn Carpenter

Jay Ferchaud

#### **Future Sites**

2019 Grand Valley State University  
2020 SUNY Geneseo?  
2021 Brigham Young University?  
Other possible future sites, University of Georgia

Mike Morello from James Madsion has done the work and is the most together for doing a future symposium. Move Utah to 2021. For 2020 we need to get in touch with Jay. Amanda will reach out to him.

### **Corporate Relations**

Amanda Pitts

We have all our major sponsors still contributing. Canon and Nikon doing their clean and check at symposium, Roberts and Profoto come through for the Help Project.

Some smaller sponsors like Kelly Moore dropped out this year. Shootout prize is Nikon D850 and 8-15mm f4 lens for winner. Canon prize for POY for a 5DMarkIV.

Get call from Mark with problem in APC where they can't view entries online. Not loading anything. Glenn and Ken working on it.

Tamron is bringing a certificate for a lens as a giveaway. Fuji is sending a door prize (Amanda will check with Michael), Expo Imaging is sending some custom white balance cards and a Rogue small softbox kit. Sony is here and have a camera kit.

Wednesday will be Vendor Appreciation night in rm 1817. Want to recognize Kris Bosworth for her participation and even making contact for us at Fuji. Board members and sponsors ONLY.

Doing really well with more than \$10k in sponsorship giveaways. Long way from 2013 when we were not sure if Nikon was coming to the symposium. Think Tank also has belt system and a small mirrorless bag for giveaways.

## **Constitution & By-Laws**

Nick Romanenko

Several discussions (ie. See below) about possibility of having recognition of “Overall Winner of personal Vison” etc awards, that would require a changes in By-Laws. Nick to work out wording for amendment and present at Mid-Year meeting for approval by board before putting to membership vote.

### **Awards**

Mark Carriveau

Neither Mark nor Nick have gotten a bill yet from Midwest, but awards are here (9 boxes worth) so we’re good to go.

Discussion on Best of Show award for Personal Vision (Todd won a few). Lots of back and forth and ultimately seems we are comfortable with removing any personal Vison image from being Bes of show in MIC or APC since it has points associated with it that could skew results.

Nick makes motion, seconded by Jay to pursue a By-Law change to include an Overall Personal Vison Award on and annual basis. Nick will put together wording for amendment and have ready for Mid-Year.

Glenn mentions that we are currently losing money for all award categories. We may need to raise entry fees to cover.

Nick makes motion to raise entry fee to \$ 12 each, seconded by Jeff passes unanimously.

WATER MAIN BREAK NEXT DOOR-MOVING then not TO NEW ROOM 11:55 AM

After initial scare, board works through lunch (ordered from hotel dining)

### **Print Competition**

Carriveau

Mark says we’re really lean on leadership this year, especially with new coding and electronic voting system. No Jeff and waiting on Matt arriving to help. Mark is very worried for the first time.

Jeff has not been around for three years, so keeping him as chair makes no sense. We need to find someone to take over. Jeff Gage asks what duties are of APC chair, Mark runs off a litany of duties.

New system update

Mark reports 257 entries.

### **Publications Competition**

Lora Gordon

49 total entries (reported by Mark)

### **2018 Symposium Update**

Ken Bennett

Ken goes over opening night dinner which is a multi station bar-b-que. Sounds good and probably tastes better. Cash bar. Only being charge \$30 each, having a band too.

First time attendees orientation on 2<sup>nd</sup> floor of hotel. Hospitality room is being cleaned up for us tonight.

Tuesday is a tight day. Members need to be in place for group photo at 8:30 am. Voting on APC and then lunch (starts at 11:30 am) in auditorium for 12:45 pm for speaker from Old Salem. Carol Guzzi speaks and is done by 2 pm. Then members leave for Old Salem and they are on their own for Shootout (can shoot till 6 pm though buildings close at 4:30 pm). Dinner is “on your own” but set up for Help Portrait Tuesday evening. Will have sign up sheet for volunteers at tonight’s hospitality room.

Triple play on Wednesday will be geared to creating quick content for Social Media.

Shoot on Wednesday and show a video presentation on Friday.

Thursday we have member sessions (presenter Sarah Bird’s town got flooded out, so she may not make it) but we’ll be OK with three instead of four presenters/sessions.

Will need board to leave for banquet around 4 pm to set up.

Ken leaves meeting at 1:05 pm.

### **2018 Symposium Preview**

Amanda Pitts

Amanda has a lot to show us. View video. Amanda looking at using dorm housing with shared living spaces. Linen charge \$7 per night. Need to add breakfast (around \$11/day). averages out to about \$ 50 per person. We will need to collect room fees from members and then pay a big bill to the university afterwards. Need to work out the logistics of how we will get payments from everyone, as some aren’t allowed to pay till “services delivered”.

There is a Sleep Inn & Suites (we will hold a block of 25 rooms, but they only have capacity of 65 rooms total) right off campus at about \$ 99/night. Not fancy or shmantzy. Shootout possibility in downtown Grand Rapids (with “dinner on your own”).

Dates will be June 19-23, 2019. Want to have an evening session (sunset around 9:30 pm) with Dave Black. He is flexible in switching nights if weather is bad. Need to work out logistics of hours exception for our group and how we pay for vehicles entering a state park.

Fly into Grand Rapids is the best.

Will work out Mid-Year meeting dates later.

### **Officers Reports**

**Secretary**

Mark Carriveau

**Vice President**

Ken Bennett

**President**

Glenn Carpenter

Kudos all around. Glenn mentions that it’s a great feeling knowing if a task is assigned it will get done.

**Treasurer**

Nick Romanenko

Makes his report. We are in good shape. Last year's symposium made \$9,500 and this one looks to do well too.

### **Additional Items for Discussion**

Public Relations/Communications Chairperson

Glenn says we need to have a singular voice to going ahead. Wants to officially create a position. Jeff makes a motion, Amanda seconds, passes unanimously.

Cost of Hosts attendance

In the past we just had them "pay the fee". Now we are making money and the amount of effort going into it is more. Glenn thinks we can waive the fee for 2 per hosting institution. Pay for any extras. Nick says we should table till the Mid-Year so as to have a better quorum.

Glenn motions that we should refund Melissa and Bob for last year since they made money. Seconded by Jay. Passes unanimously.

Costs of Sponsors attending.

We have 14 sponsors attending this year. That is a \$3K+ expense. Discussion on whether this is a good expense. Nick suggests a lower fee for covering food and some places where we are also being charged for drinks, etc. Table further discussion and amount of potential fee for the Mid-Year meeting.

### **Board Elections**

2018 Mark Carriveau Vacancy left by Robert Jordan's retirement

Have Susan McSpadden and Dorothy (who is not here this week) also running

2019 Jay Ferchaud, Nick Romanenko

2020 Glenn Carpenter, Amanda Pitts

2021 Ken Bennet, Jeff Gage

### **Special Awards**

FUPPA none this year

Distinguished Service Nick says we should recognize Jill Carpenter in future for her service running registration and partners Program

Rolland Barrett Matt Cashore

Lifetime Membership no one officially

Master of the Profession Robert Jordan and Bill Bitzinger

### **2018 Board Midyear Meeting**

Motion by Jeff, seconded by Jay, passes. Meeting adjourned at 2:43 pm